



Enjoy Pekin – Tourism Committee Minutes Tuesday April 12th, City Hall – 4:00pm

Craft Soda Festival Planning: Jay Goldberg and Tony Wood
Jay and Tony came to our meeting to share the launch details of the 2016 Craft Soda Festival and to share the community organization involvement opportunity along with any feedback. Last years' event was very successful and this year will be a lot better. This year they have several Corporate Sponsors. Maurie's will be our Pekin info and ticket headquarters. We need to promote selling the VIP tickets. VIP tickets cost \$22.00 for 1 person for all day. You receive a T-shirt, 1 bottle of soda, and a goodie bag. Will open up spots this year for Not for Profit Organizations to host a food concession booth. We will waive the Vendor fee for NOP's. You only pay 20% of your gross sales to help share in the costs associated in putting the festival together. We suggest the Tourism Committee get Pekin merchants to donate coupons, pens, pencils, etc. for the goodie bags. We will supply the swag bags. Volunteers are a big asset in putting on Festivals and last year we were very pleased with all the volunteers we had. Tony would like to update some language on the Enjoy Pekin website for the festival. He's also working on a 1 to 2 minute video on "What it's like to Volunteer". Jay and Tony stated they have a good team in place and look forward to being in Pekin again this June 11th down at the Pekin Riverfront from 10am to 7pm.

Review of grant application and email approval due to a few members unavailable to attend. All grants were approved.

Present: Leigh Ann, Emily, Lelonie

Absent: Charlotte, Kaci, Sarah and Mayor McCabe

1.0 Tourism Grant applications

- 1.1 Pekin Academy of Fine Arts First Friday: Members voted Aye to approve grant in the amount of \$117.00. This first Friday hosted Pekin School Districts artists.
- 1.2 Pickleball Tournament, Parkside Athletics: Members voted Aye to approve grant in the amount of \$119.28. Tournament hosted 40 doubles teams coming from 150miles radius plus a few players from Indiana.

2.0 Tourism activities

- 2.1 LedgeStone Disc Golf Tournament: No updates
- 2.2 Wind Symphony updates: We've had 0 response and/or interest from Council or business leaders. Leigh Ann will reach out to Mr. Bordeaux and see if he needs Pekin as a stop along his tour, we could see what we could do.

- 2.3 Diversity committee and events, April 13th meeting
 - 2.3.1 Diversity Festival, Sat May 14th : Event is coming together; 3 or 4 Food Vendors, 5/6 other Vendors. Will block off Court Street from 4th Street down to S. Capitol. Will set up several 10x10 tents in front of the Speakeasy. The grade schools are participating with making flower arrangements. Flyers will be sent home with the kids from school. If rain we will move inside the Speakeasy.
 - 2.4 Pekin Community Tourism Forum update: PACVB hosted at the Speakeasy; 22 attendees.
 - 2.4.1 Next meeting Thursday May 5th : Bill Griffin will be hosting at McCritters.
 - 2.5 Community Events: Craft Soda Festival, June 11th , 10am – 7pm at the Riverfront, Diversity Festival, May 14th – 11am – 2pm downtown Pekin. Pekin Main Street will continue with the Super Cruise In downtown last weekend in July. Historic Bike Tour, June 21st with a rain date June 28th, 6pm-8pm. Pekin Park District’s Run a Muck, May 7th. Chamber Family Kid Fest this weekend at the Dome - \$5.00 admittance fee.
- 3.0 Advertisements/Public Relations: Pekin Academy of Fine Arts book is out. United Way is partnering with the Speakeasy on April 30th to present a Murder Mystery; Bullets and Bathtubs.
 - 3.1 Downtown Art – mural project: On the Pekin Planning Commission for Wednesday, April 13, 2016 to amend the code, then present to Council on April 25th for approval.
 - 3.2 LivePekin initiative – LiveGP site Pekin information: Still working on the video with McDaniels and Deverman. Getting cost put together.
- 4.0 Tourism project planning/budget
 - 4.1 BikePekin
 - 4.1.1 BikePekin Forum updates: Met last Thursday. Working on a City Map with existing bike trails, safe routes, and connection points. Key location for bike racks; 10 downtown area and 10 in other areas of the bike trail. Starting a Sunday Casual Ride, 2 to 3 miles. Discussing joining Bike Peoria Group, finding out memberships to other organizations, insurance costs, if we host, where the liability falls.
 - 4.1.2 Bike Racks & Pedestrian crossings: No date on painting the crosswalks downtown.
- 5 Other business
 - PACVB updates: National Tourism Week May 1st – 7th. Launching new program; passport type of different categories; sweet treats, Ice cream parlor, pizza, craft beer, etc. Visit each place and receive stickers to submit for pint glass souvenir to PACVB. Working on funding, details and marketing for the 4 locations of the Bike Connect Share program in Peoria along with interest from East Peoria, Morton and Pekin for additional Bike Racks. The program is \$9,000 per bike rack which includes 5 bikes. Sponsor logos would be included on bikes, rack signage and on app.
 - Scenic Byway: No updates, meeting hasn’t been rescheduled.

- Tourism ordinance: Waiting on input from Council member request to update, will begin a draft to include defining grant and additional updates to reference Enjoy Pekin instead of Visitors Bureau.

Next meeting – Tuesday May 10th at 4:00, Pekin City Hall